

Communications Specialist 1

I. KIND AND LEVEL OF WORK

Under general supervision, an employee in this class performs first-level professional work within a team of communications staff. Positions in this classification implement communications strategies, projects, and events for the agency. Incumbents support all aspects of internal and external communication such as preparing journalistic and educational materials, media and public relations, print and digital content creation, and other communications functions.

II. DISTINGUISHING CHARACTERISTICS

Positions at the Communications Paraprofessional classification support professional communications work. Incumbents use knowledge of standard communication processes and priorities to complete work. Incumbents follow standard processes for posting news releases, developing content, and supporting communications functions.

Positions in the Communications Specialist 1 classification have a greater reliance on knowledge of communications principles to design and develop communications materials, content, and strategy. Incumbents follow procedures for work that are based on past communications practice and messaging as well as communications policy. Incumbents have more flexibility to deviate from standard procedures.

III. EXAMPLES OF WORK/DUTIES

(A position may not include all the work examples given, nor does the list include all that may be assigned.)

- Write press releases, blogs, briefing documents, and other materials.
- Develop publications and communications to targeted media to maintain favorable perceptions of the agency's accomplishments.
- Partner with team members in planning, coordination, and execution of press conferences, events, conferences, committees and meetings.
- Provide standard maintenance of internal and external websites, including updating content, statistical reports, documents, and forms.
- Create, update, and post website and social media content.

- Contribute to the execution of social media strategies and campaigns.

IV. KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Journalistic writing sufficient to produce communications for all internal and external audiences.
- Basic knowledge of communication and marketing principles.
- Knowledge of Associated Press style and plain language principles.

Skill in:

- Writing and editing content to target and engage a variety of audiences.
- Online technology sufficient for creation and curation of social media and web content.

Ability to:

- Write effectively and produce content for a variety of sources and audiences.
- Demonstrate proficiency with online tools including content management systems, mass email tools, photo storage solutions, and graphic design tools.

LICENSURE/CERTIFICATION/STATUTORY REFERENCES

N/A

SPECIAL WORK CONDITIONS

N/A

REFERENCES

Former title(s):

REVISION HISTORY

Established 3/2023

Revised 6/2026